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INTRODUCING THE LIFE STYLE AWARD



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INTRODUCING
THE LIFE STYLE
AWARD



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Also available in French under the title
"À propos de l'insigne Vraie Vie".

Special Efforts Deserve Special Recognition.

Look around your community and think about what makes you feel good about it. You may find yourself thinking about people, people who are willing to give freely of their time, talent and efforts to the improvement of health and social services in their areas.

These are people who make a meaningful contribution to the lifestyle of a community and do not wait to be asked. In fact they are usually innovative men and women who can find answers, often to meet needs that may have been overlooked.

We believe that people such as these play a major role in contributing to the well-being of not only our communities but, indeed, to our nation as a whole.

Canada is fortunate in having an historic tradition of people helping others. In the early days, it was often a necessary element in opening the country. House-raising, barn-raising and harvesting were all times when people came together to assist one another.

These individuals also played their role through community involvement and leadership. Their efforts set an example for others and often their quiet beginnings led to major achievements that benefitted the lifestyle of all.

Today, with our more complex society, professional organizations and governments are performing many of the tasks that could once be achieved by community effort. Yet the need for voluntary action is as necessary as ever before, particularly in the areas of public health and social services. Today's society often makes this role even more important than in the past.



Many programs that we take for granted can be traced to an individual who recognized the need and worked to find a better way of meeting that need. Today, in every Canadian community, there are active programs in the areas of public health and social services that would cease to function without the dedicated efforts of volunteers.

The LIFESTYLE AWARD was established to recognize and encourage those members of our communities who didn't wait to be asked to help their fellow citizens.

The LIFESTYLE AWARD- designed for your community

The Lifestyle Award is presented each year by the Minister of National Health and Welfare on behalf of the Government of Canada to individuals who have made, on a *voluntary basis*, a *remarkable and continuous contribution* in promoting health and social services in their community. Although it is a national award, it seeks to recognize special efforts that are made at the local or regional level.

Individuals, community groups, organizations or a government body are invited to nominate a member of their community who deserves such recognition. It is your awareness of the program that will enable it to function and ensure that recognition is given to those who have made a meaningful contribution.

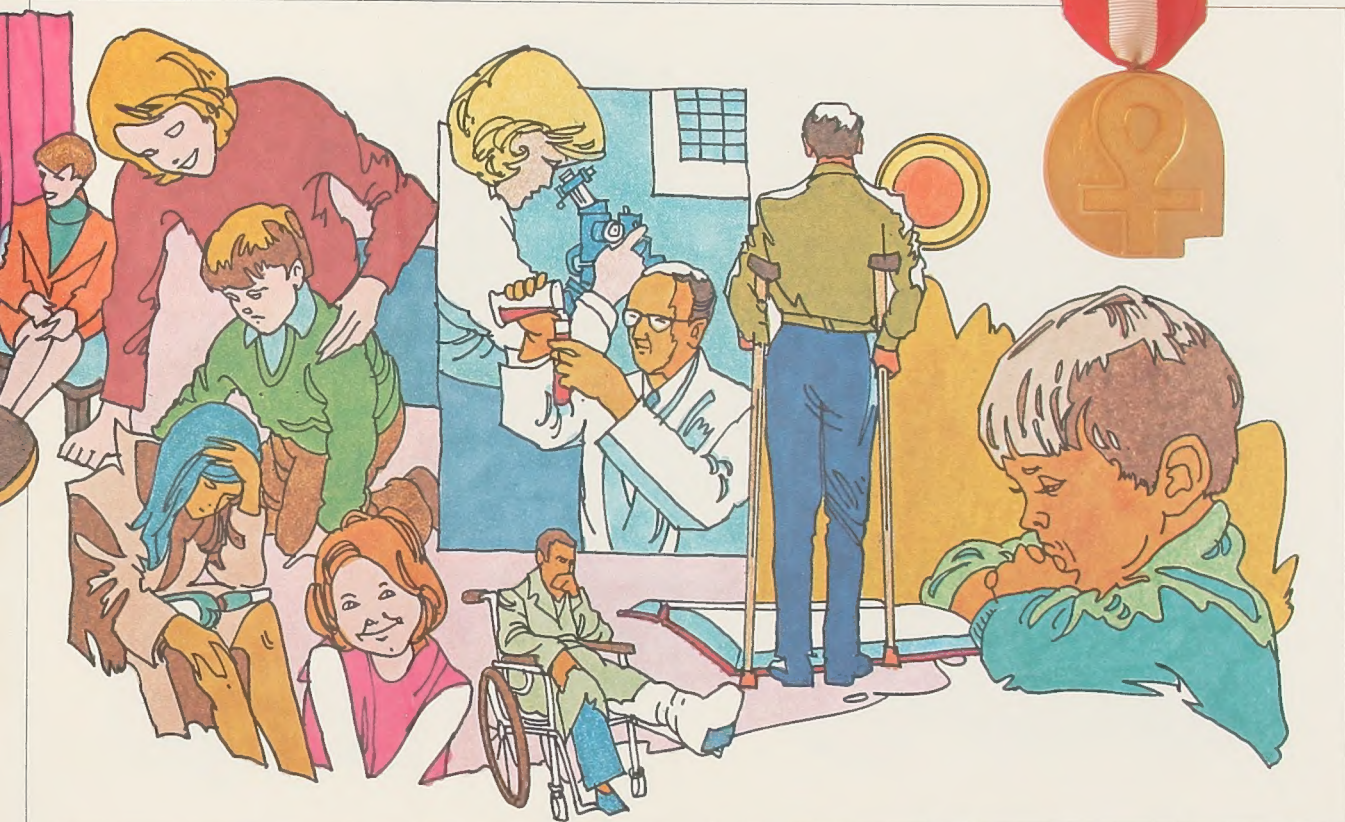
Think of the many activities and programs promoting services for handicapped, alcoholics and mentally-ill that would not function without the voluntary efforts of a particular individual. Men and women who make a contribution to these programs and by doing so set an example for others are worthy of your sponsorship. The criteria are very broad, but the key to it all is voluntary effort.

You know your own community best and you have seen those who work quietly for others without asking for anything in return. These are the people who are following an important Canadian tradition and setting an example for all of us to follow.

On the following pages you will find several examples of previous award-winners. These can serve as examples as you look about your community.



**Lifestyle
Award** 



The ACHIEVERS... some previous recipients.

CHARLES J. ANDREWS

of Northwest River, Labrador, is a dental technician who well understands the dangers of alcoholism. For over five years, his work with the Indian and Inuit people to combat alcoholism has helped others to create a new and better life.



RALPH E.J. RICKETTS,

Executive Director of the TB Association in Halifax was nominated by the Public Health Association of Nova Scotia and the Department of Health for his voluntary work in raising the level of health awareness in his community. Another major effort was his work with many organizations and hospitals to establish a Halifax hostel for out-of-town patients with lung diseases.



PETER D. DAVIES

is a design draftsman from Aylmer, Quebec. When he became a diabetic at age 28, Peter changed his health lifestyle to stabilize his condition and lower his insulin intake. After taking a specialized course at university, he began sharing his experience and knowledge with others. He works with diabetics and their families and undertakes numerous speaking engagements on the subject.



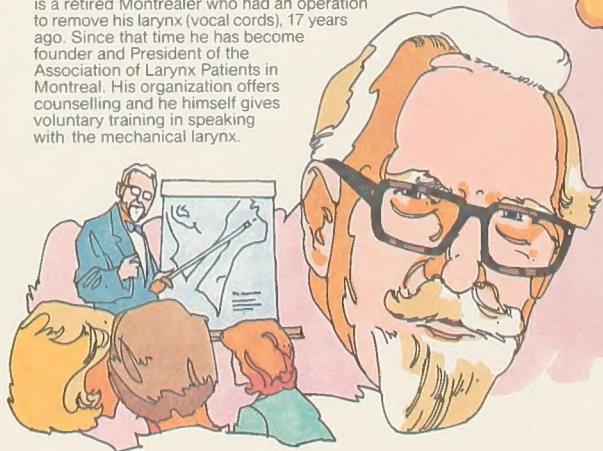
ROSANNE LAFLAMME,

a teacher in Quebec, has provided a courageous example for others. At the age of three she was an accident victim and lost both legs, her right arm and three fingers of her left hand, yet today she is an accomplished athlete. At the 1975 Olympics for the handicapped in France, she took gold medals in shot put and javelin and a bronze in swimming. She continues to contribute to education and information for the handicapped in Quebec City.



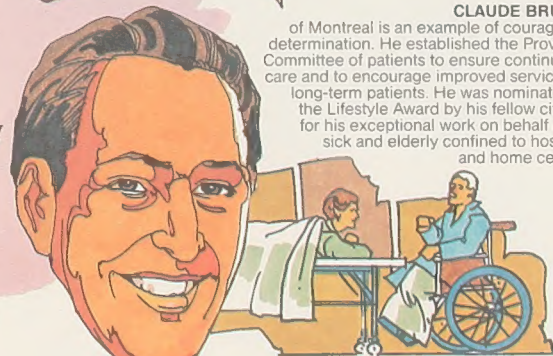
PIERRE C. LECAULT

is a retired Montrealer who had an operation to remove his larynx (vocal cords), 17 years ago. Since that time he has become founder and President of the Association of Larynx Patients in Montreal. His organization offers counselling and he himself gives voluntary training in speaking with the mechanical larynx.



CLAUDE BRUNET

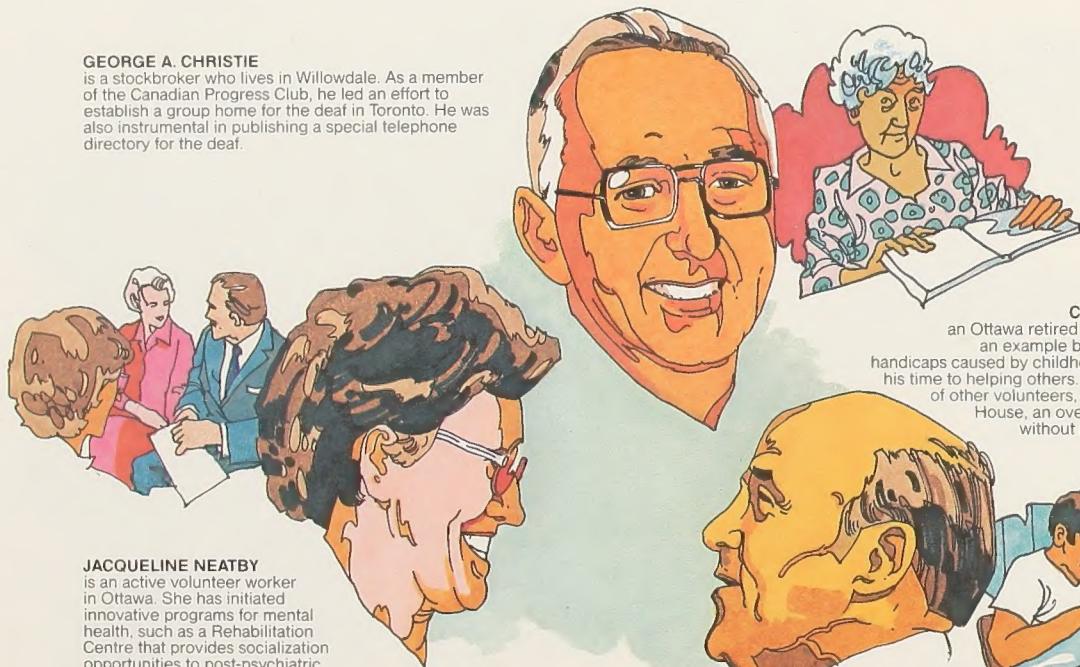
of Montreal is an example of courage and determination. He established the Provincial Committee of patients to ensure continuity of care and to encourage improved services for long-term patients. He was nominated for the Lifestyle Award by his fellow citizens for his exceptional work on behalf of the sick and elderly confined to hospitals and home centres.





GEORGE A. CHRISTIE

is a stockbroker who lives in Willowdale. As a member of the Canadian Progress Club, he led an effort to establish a group home for the deaf in Toronto. He was also instrumental in publishing a special telephone directory for the deaf.



JACQUELINE NEATBY

is an active volunteer worker in Ottawa. She has initiated innovative programs for mental health, such as a Rehabilitation Centre that provides socialization opportunities to post-psychiatric patients. Another of her projects is the Association for Relatives and Friends of the Mentally Ill.

CHARLES RHÉAUME,

an Ottawa retired public servant has set an example by overcoming his own handicaps caused by childhood polio and devotes his time to helping others. In 1963, with the help of other volunteers, he founded Fraternity House, an overnight shelter for men without resources, particularly alcoholics.



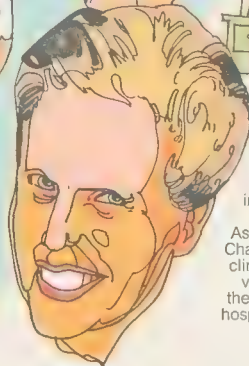
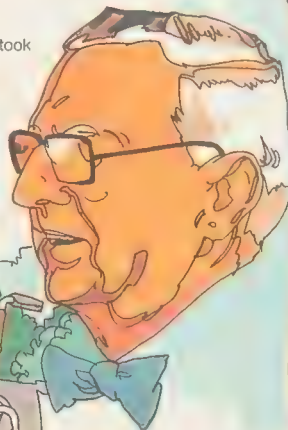
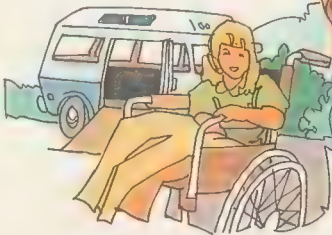


EUGÉNIE LAVALLÉE

has been a council member on the Papot Indian Reserve of Saskatchewan for some 20 years. She has been a leader in every facet of community development, including recreational programs and alcoholism clinics. She did much to develop the role of the paramedical on Indian Reserves.

WILLIAM H. GREEN

is a retired Calgary businessman who took on the voluntary task of integrating all the required transportation for handicapped persons in Calgary. His endless efforts and tenacity have made this non-profit system one of the best in North America. Mr. Green was nominated by the Alberta Rehabilitation Council for the Disabled and the United Way of Calgary for his "tremendous leadership".



JOAN HICKS

of Prince Rupert, is a citizen with a strong interest in community health. Mrs. Hicks was nominated by the Registered Nurses' Association of British Columbia, Prince Rupert Chapter, for her volunteer work with the cancer clinic. She devotes a large share of her time to visiting cancer patients, encouraging them in their treatment program, and escorting them to hospitals as far distant as Vancouver. Mrs. Hicks has done much to show others that cancer will be beaten

NOMINATION:

method and procedure.

The Lifestyle Award has been designed to recognize individuals who have made, on a voluntary basis, a remarkable and continuous contribution in promoting health and social services in their communities.

The Department of National Health and Welfare hopes that the example set by Award winners will encourage other capable Canadians to become involved.

It is up to you to nominate those you feel are deserving of this Award, as it is presented on behalf of all Canadians. Please follow the following criteria when making your nomination.

1. The nominees must be residents of Canada.
2. The nominees must have actively given of their time, talent and energy to the improvement of health and social services in their communities or have had significant involvement in the improvement or provision of health-related facilities and services.
3. The nominees must have undertaken such activities on a voluntary basis and not for remuneration.
4. The nominees must have been active in promoting an improved lifestyle either for a period of two years or for a shorter period during which time a significant number of individuals may have been personally affected.
5. An individual may be nominated by:
 - a) an individual, provided the nomination is supported by two co-sponsors not related to the nominee;
 - b) an accredited news media representative;
 - c) a national, provincial or community organization;
 - d) a provincial or municipal government;
 - e) the Minister of National Health and Welfare.
6. Members of Parliament, the Senate, Provincial Legislatures and employees of the Department of National Health and Welfare may not be nominated for a Lifestyle Award.
7. Nominations must be submitted to the Secretary, Lifestyle Award Committee, Department of National Health and Welfare.
8. The Lifestyle Award Committee will review all nominations, and the decision of the committee will be final.
9. Announcements of the Awards will be made periodically during the year, at the discretion of the Minister of National Health and Welfare.



